

# CHAPTER 1. INTRODUCTION

## 1.1 Background

Batik is one of Indonesia's unique cultural heritages. Septiani, M. (2021) stated that batik is a characteristic of the Indonesian nation which is an original cultural heritage not owned by other nations. Shamasundari (2017) also stated that batik is commonly used by Indonesians in various rituals, traditions, ceremonies and celebrations. In addition, the motifs carry various symbolic meaning related to Indonesian heritage. For example, newborn babies are carried in batik slings meant to bring good luck while the person who dies use be covered with funerary batik. Unique variations of tie-dye are also used for special occasions such as marriages, births, and even puppet shows in traditional theaters. The craft of batik has been passed down through generations and is part of the cultural identity of the Indonesian people. Colors and designs are used to express an individual's creativity and spirituality beliefs.

Now batik has developed very rapidly and is widespread in Indonesia. In fact, batik can be found in almost every city in Indonesia, especially in East Java. Different regions of batik have their own colors, motifs and stories. For example, Rini (2018) stated that Sidoarjo is known for its Utah Rice and Crown motifs, Tulung Agung is famous for its Lengko batik motif, most of batik in Madura has a floral motif, and Banyuwangi is famous for its Gajah Oling batik motif. Jember also has many batik motifs that characterize the city of Jember for example, Jember has a tobacco motif that is one of the hallmarks of the city of Jember, known for its tobacco production. This statement is supported by Permatasari & Hutama (2016) stated that Jember is a famous tobacco-producing city. The people of Jember dub tobacco leaf as gold leaf because the selling price of tobacco is relatively high and has become an icon of the city of Jember, making tobacco a symbol of the identity of the people of Jember Regency, which is the symbol of the Jember Regency government

There are a lot of home industries that produces batik in Jember and one of them is Gangsar Ngaidin Batik. Gangsar Ngaidin Batik is one of the home batik

industries that produce batik in Jember and one of them is Gangsar Ngaidin Batik. Gangsar Ngaidin Batik is one of the batik home industries which produce various kinds of batik motifs with typical motifs of the city of Jember including tobacco motifs, parwungko motifs, and others with a variety of colors made directly by hand and colored with natural dyes. Located on Jl. KH Wachid Hasyim, Cantikan, Kauman, Kepatihan, Kec. Kaliwates, Kabupaten Jember, Jawa Timur. This home industry has been in operation for about 13 years. The writer interviewed Mrs. Janiek Wulandari as the owner of Gangsar Ngaidin Batik to get more information about Gangsar Ngaidin Batik. She said that in 2009, the owner Mrs. Janiek Wulandari, who only had experience participating in batik training, took the initiative to open a written batik gallery to preserve batik culture and improve the family's economy. Gangsar Ngaidin Batik also has a vision of preserving and expanding the Indonesian batik tradition to improve the welfare of the Indonesian people. Gangsar Ngaidin Batik is also one of batik home industry in Jember that has unique colors in its handmade batik. The signature color uses the gradation dyeing technique, which is used to encourage consumers to prefer handmade batik and to minimize product defects due to color unevenness. In this dyeing technique, craftsmen use a mixture of dyes in the form of urea fertilizer. This is unique and interesting because this staining technique is not commonly used, especially in the Jember Regency. This is the hallmark of this home industry. This characteristic is certainly one of the important points that can be used to promote this home industry and expand the range of buyers from domestic and foreign buyers.

Based on the information that the writer got, Gangsar Ngaidin Batik has several social media, namely facebook (batikgangsar), Instagram (@gangsar\_ngaidin), Shopee (gangsarngaidinbatik), Youtube (Gangsar Ngaidin Batik). The Facebook and Instagram accounts are used to provide images of Gangsar Ngaidin batik products, motifs of the batik production itself, images of exhibition activities, and testimonials from customers. carried out by the owner since 2020. Gangsar Ngaidin Batik also makes use of Shopee as their medium to promote their products, in which they display photos of their batik products as

well as the prices. However, the owner of Gangsar Ngaidin Batik expressed that they are inconsistent in uploading and updating their products on this online marketplace. Additionally, their WhatsApp number functions as a channel for communication between buyers and sellers. Other than that, the owner of Gangsar Ngaidin Batik also took the initiative to create a YouTube account. However, this YouTube account is relatively new and there are still no videos being uploaded.

Knowing that the Gangsar Ngaidin batik home industry has the potential for wider sales with its distinctive batik products, also supported by the social media that have been created, therefore it is important to make a promotional video for this home industry. Video can showcase the products, services, or the detail location of this home industry in a way that photos or text can't. It allows potential customers to see the quality, craftsmanship, and unique aspects of what the owner's offer. The availability of a promotional video for this home industry enables it to reach a wider range of customers, not only in the local area of Jember, but also outside the region and even across the country. This promotional video will contain complete information about Gangsar Ngaidin Batik and its products. In addition, the video will also be made in English voiceover and Indonesian subtitles. This aims to expand the reach of the target market to include not only local buyers but also international buyers. This video can be uploaded on Gangsar Ngaidin Batik's YouTube account and the link can be attached on Gangsar Ngaidin Batik's social media accounts.

## **1.2 Objective**

The objective of the final project is to make a bilingual promotional video for Gangsar Ngaidin Batik to help them promote their product to wider community both local and also international customers.

## **1.3 Significances**

Based on the objective above, hopefully, the final report and the product of this final project will benefit the following parties:

### 1.3.1 The Writer

The writer can implement her knowledge and improve her English skills which include public speaking by interacting with the owner of Gangsar Ngaidin Batik, writing by making script for the promotional video, and translation by translating the script.

### 1.3.2 The Customers

With this promotional video, customer can get detailed information about the products of Gangsar Ngaidin Batik so that customers feel interested in purchasing the product.

### 1.3.3 The Owner of Gangsar Ngaidin Batik

Hopefully, the promotional video can be used as promotional media to encourage people to buy Gangsar Ngaidin Batik products and can increase the number of target consumers of Gangsar Ngaidin Batik so as to increase their income.

### 1.3.4 Students of English Study Program

The report of this final project can be used as a reference for students of the English Study Program Politeknik Negeri Jember, who wants to make a similar final project especially making a promotion video as their final project. Based on the above objectives, it is hoped that the final report and product of this final project can provide benefits to these parties.